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621,61

ROSES



230 EAST FOURTH STREET
P. O. BOX 146 CINCINNATI 1, OHIO

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Beautify Your Garden With...

McCullough's Roses

Our Roses are grown in Northern Ohio. They are strong Two-Year-Old field grown, budded stock. Selected from No. 1 garden plants. Field grown budded Roses are stronger and better prepared for the garden than other Rose plants. We do not offer any southern grown Roses.

CULTURE. Give Roses the best location possible. They want well drained soil which will not become too dry and where there is facility for watering. They need at least a half day's full sun light. It is seldom that generous success can be achieved with Roses unless they have good drainage, some sun light and sheltered from strong winds. Roses are best grown in well prepared beds fertilized with either stable manure, shredded Cow manure, bone meal and special rose food. Rose food is one especially prepared for Roses. These fertilizers should be applied at the time when preparing the bed at planting time and at about every two months during the growing season. The dimensions of the bed should suit the varying size and vigor of the plants which it is intended to hold. A width of 4 ft. allows the gardener to reach the center of the bed from either side and will accommodate either two or three rows of Roses.

MULCHING. During the summer months is beneficial. It eliminates cultivation and retains moisture in the soil. We recommend Terr-a-lite, Peat Moss, or Ground Corn Cob for Mulching Roses.

NEW EVER BLOOMING HYBRID TEA ROSES

All varieties of Roses listed on this offer will thrive in the Ohio Valley and have been recommended by the members of the Cincinnati Rose Society.

CHARLOTTE ARMSTRONG. Long stream-lined blood red buds and beautiful cerise, pink open flowers. Prolific. Pat. No. 455.....	Each
CRIMSON GLOBY. Bud long pointed. Flower large semi-double, full, deep velvety crimson. Very fragrant. Pat. No. 105.....	\$1.50
DIAMOND JUBILEE. 1948 AARS WINNER. Glowing orange buff, Fragrant. P. A. F.....	1.50
ECLIPSE. Bud remarkably long pointed. Flower semi-double, uniform reddish gold. Fragrant. Pat. No. 172.....	2.00
GOOD NEWS. Very large, double, silvery pink with apricot glow in center. Pat. No. 426.....	1.35
GRAND DUCHESSE CHARLOTTE. Bud long pointed, flower very large, tomato red shaded geranium red. Pat. No. 774.....	1.50
HEARTS DESIRE. Deep red. Delightfully fragrant. Pat. No. 501.....	1.50
HORACE McFARLAND. Rich buff salmon slowly changing to a pleasing coral pink. Spicily fragrant. Pat. No. 730.....	1.50
KATHERINE T. MARSHALL. Warm glowing pink. Fruity fragrance. Pat. No. 607.....	1.50
MANDALAY. Largest of all yellow roses. Pat. No. 775.....	1.50
McGREDY'S SUNSET. Bud long pointed, flower double, chrome yellow at base, shading to bright scarlet, reverse clear buttercup yellow. Pat. No. 317.....	1.35
MIRANDY. Large, double, deep red blooms. Extra-ordinary fragrance. Pat. No. 632.....	1.50
NOCTURNE. 1948 AARS WINNER. Longest, most stream-lined buds of any red rose. Flowers cardinal red with shadings of chrysanthemum crimson. Moderate to strong fragrance. Pat. No. 713.....	2.00
PEACE. 1946 AARS WINNER. Sensational new rose. Buds open yellow, with edges picoté cerise; glorious 5-inch blooms of firm alabaster-white, each petal edged with pink that deepens as the flower slowly opens. Very double, showing a center heart of tawny yellow. The individual petals are large and of great substance. The large exhibition blooms are borne singly on strong straight stems. The plant is supremely strong and vigorous with superb foliage. Pat. No. 591.....	2.00
REX ANDERSON. Large double, ivory white. Pat. No. 335.....	1.50
SAN FERNANDO. 1948 AARS WINNER. Magnificent! Glowing current Red. Pat. No. 785.....	2.00
SHOW GIRL. Most beautiful, most perfect buds of any pink variety. Considered one of the best pink roses. Pat. No. 646.....	1.50
WHITE BRIARCLIFF. Bud long pointed. Flower very large, very double, pure white. Fragrant. Pat. No. 108.....	1.35



TWO 1949 ALL-AMERICA WINNERS

This Season You Will Want to Plant the Two 1949 All-America Winners and the Winner of the Bagatelle Gold Medal in France

FORTY-NINER. Probably the most brilliantly hued bi-color rose ever introduced, the inside of the petals a vivid Orient Red, while the outside is chrome yellow changing to straw yellow — contrasting beautifully, yet startling in their brilliance. Long bud opens to well shaped bloom of 25 to 40 petals. Mildly fragrant.

Pat. No. 792

\$2.50 each, 3 for \$6.30

TALLYHO. An easy-to-grow plant, a beautiful bud, a remarkably handsome open flower with many petals, rich spicy fragrance, and a delightful new color scheme — inside of petals a varying but always delightful and unique shade of pink, the outside a rich crimson.

Pat. Appl. For

\$2.50 each, 3 for \$6.30

APPLAUSE. Winner of the Bagatelle Gold Medal in Paris, the highest honor in France and Europe for any rose. The big fragrant buds are a sparkling dazzling light red, and the perfectly shaped 50 petaled open blooms are heavy with fragrance. Prolific bloomer.

Pat. Appl. For

\$2.50 each, 3 for \$6.30

EVER BLOOMING HYBRID TEA ROSES

PRICES OF THE FOLLOWING 12 ROSES

\$1.25 EACH

Three of One Kind \$3.45

10 Roses, Our Selection, \$10.00

CHRISTOPHER STONE. Bud long pointed, flower large, vivid scarlet, fragrant.

ETOILE DE HOLLANE. Deep bright red, rich old rose fragrance.

GOLDEN DAWN. Double, fragrant, sunflower yellow to lemon yellow.

MME. JOSEPH PERRAUD. Very large, double, yellow, Fragrant.

MME. JULES BOUCHE. Large double, white with very pale blush at center.

MRS. PIERRE S. DUPONT. Semi-double, fragrant, golden yellow.

PICTURE. A rose of exquisite form. Every bloom a "Picture". The color is rich pink with warm undertones of salmon. A splendid rose for cutting. Produces quantities of fragrant blooms.

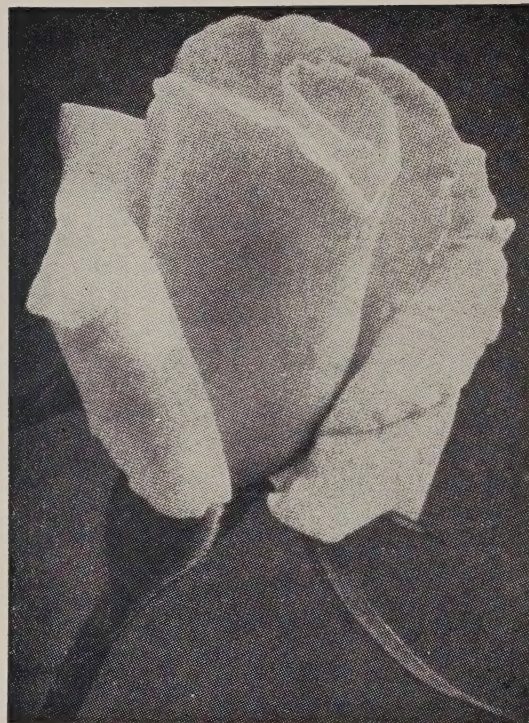
PINK DAWN. Deep rose pink, Intensely fragrant.

POINSETTIA. Bud long pointed. Flower large, double, bright unfading scarlet.

RADIANCE. Very large, cameo pink. Intensely fragrant.

RED RADIANCE. Very large, clear even shade of red. Fragrant.

SISTER THERESE. Very large, semi-double, golden yellow. Slightly fragrant.



BROWNELL SUB-ZERO . . .

HYBRID TEA ROSES

A new race from hardier Species that can bloom all summer, with the best of fragrant flowers, more free and constantly, of greater sturdiness and vigor, to live many times as long even after sub-zero winters.

BREAK O'DAY. Orange to apricot, large very double flowers, very vigorous, free bloomer, delightfully inspiring.

Each.....\$1.50

CURLY PINK. Matchless in the combination of size and form of bloom, beauty of cluster, constancy, vigor and foliage, hardiness and performance. When established, many large, two-toned pink blossoms, in several stages form a gorgeous bouquet on a single stem.

Each.....\$1.50

LILY PONS. White with pure yellow center, large, graceful flowers of indescribable delicacy; vigorous, free bloomer. Often a feature of gardens in the cold Northwest.

Each.....\$1.50

SHADES OF AUTUMN. An abundant and joyous expression of bi-colored beauty. Many have reported that this beautiful red, yellow and blush flower is gorgeously outstanding.

Each.....\$1.50

TOMKINS RED. Medium, semi-double flowers of that deep velvety red, so much admired, perpetually displayed.

Each.....\$1.50

V FOR VICTORY. Most beautiful, large very double, yellow fragrant Roses; constantly blooming. To numberless experts, there is no such long lasting loveliness in Rosa.

Each.....\$1.50

FLORIBUNDA ROSES

This group of Roses grow in clusters and are suggested for mass planting. They are noted for their ease of culture. They are hardy, bushy and in bloom continuously. Flowers in clusters fairly large from single to double. They are best planted about 14 inches apart in groups.

BETTY PRIOR. (Patent No. 340.) Bright red buds open to single flowers of shell-pink, giving glorious two-tone effect. Prolific bloomer.

Each.....\$1.25 Per Dozen.....\$12.50

FLORADORA. (AARS 1945.) Dazzling bright cinnabar color with shades of scarlet. A spectacular show especially in mass planting. Buds are exquisitely formed, produced in profusion on a neat symmetrical bush. Foliage glossy olive-green.

Each.....\$1.25 Per Dozen.....\$12.50

PINOCCHIO. (Plant Pat. No. 484.) Extremely hardy, very easy to grow, always in bloom, with hundreds of flowers on every bush. Pointed buds are rich salmon, blushed with gold at base, gradually changing to soft clear pink as the flowers open. Fruity fragrance.

Each.....\$1.35 Per Dozen.....\$13.50

RED RIPPLIES. (Pat. applied for.) An intense red that seems to sparkle on the wavy petaled flowers. Magnificent in mass plantings. Perfect for brilliant all-season bright color effect.

Each.....\$1.25 Per Dozen.....\$12.50

HARDY CLIMBING ROSES

Our Hardy Climbing Roses are all large — flowering varieties. Excellent display and will give an unbelievable number of cut flowers.

Climbing Roses require no pruning in the Spring beyond cutting out very old dead wood and the shortening of the long canes to make the growth conform with the space to be covered. A severe pruning in July directly after they have finished blooming is beneficial.

DOUBLOOMS. (Plant Pat. No. 152.) A lovely yellow noted also for hardy and vigorous growth, shapely buds and large firm blooms of yellow apricot. Spicy fragrant, blooms early and for a long season.

Each.....\$1.50

DR. W. VAN FLEET. Flesh pink, very vigorous with large double fragrant flowers, hardy and healthy and dependable.

Each.....\$1.25

MARY WALLACE. Midseason — color a bright clear Rose with a salmon base, flowers very large, semi-double.

Each.....\$1.25

PAULS SCARLET-CLIMBER. Vivid scarlet and very attractive with a great mass of bloom. The brilliant color does not burn or fade the bloom.

Each.....\$1.25

HARDY REPEAT BLOOMING CLIMBING ROSES

BLAZE. (Plant Pat. No. 10.) Scarlet crimson makes a gorgeous show for weeks in June under favorable conditions. It repeats in the Fall. Quite hardy and brilliant.

Each.....\$1.50

NEW DAWN. (Everblooming Dr. W. Van Fleet.) Vigorous bluish pink, the best hardy every blooming hardy Rose ever produced.

Each.....\$1.50

PROTECT YOUR ROSES FROM INSECTS AND DISEASES

COMBINATION SPRAY OR DUSTS WILL CONTROL ALL INSECTS AND DISEASES IN THE SAME APPLICATION

TRIOGEN SPRAY

Protects roses against many insects and diseases.

E Kit.....\$1.35

A Kit.....\$2.25

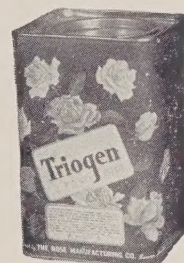
B Kit, \$6.00

C Kit, \$9.00

Estate

Kit, \$30.00

Contains
Fermate



TRI-GEN DUST. Contains Fermate. Combination insecticide and fungicide for those who prefer dusting Roses as well as other horticultural plants. Controls eating insects, sucking insects, mildew, black spot, etc. Same results accomplished as with spray form of Tri-Gen.

1 lb., 85c; 5 lbs., \$3.50.



DU PONT'S ROSE DUST. A control for black spot, powdery mildew, rust and other foliage diseases of Roses. Contains sulphur and Fermate. Can be used as a spray or dust. Circular on request.

8-oz. Dust Gun.....\$0.64

1 lb. 1.00

4 lbs. 3.00

FERMATE. The new organic fungicide to control various diseases on Fruits, Vegetables, Flowers

8-oz. can\$0.75

3-lb. bag 2.75



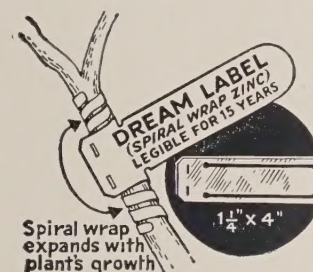
DREAM LABEL

Zinc Spiral Wrap

Expands as Plant Grows

Kit of 24 4-inch zinc labels, one ounce of etching ink (enough for 200 labels) and writing applicator for

85c.



SOIL SOAKER

Waters Rose Beds Keep Foliage Dry

No. 0—Length 12 ft., diameter 2" (flat). Each \$1.65

No. 1—Length 18 ft., diameter 2" (flat). Each \$2.20

No. 2—Length 30 ft., diameter 2" (flat). Each \$3.40

No. 3—Length 50 ft., diameter 2" (flat). Each \$5.50



FEED YOUR ROSES . . .



G & O ROSE FOOD 7-8-5

AN ALL-ORGANIC PLANT FOOD

Made especially for Roses.

Safe for continuous feeding.

1 lb., 25c; 5 lbs., 75c; 10 lbs., \$1.25; 25 lbs., \$2.75;
100 lbs., \$9.00.

BONE MEAL—34 oz., 30c; 5 lbs., 65c; 10 lbs.,
\$1.20; 25 lbs., \$2.75; 100 lbs., \$6.00.

CATTLE MANURE—26 oz., 25c; 3½ lbs., 45c; 20 lbs., \$1.65;
50 lbs., \$2.25.

SHEEP MANURE—34 oz., 30c; 5 lbs., 40c; 10 lbs., 75c; 25 lbs., \$1.35;
50 lbs., \$2.25; 100 lbs., \$3.90.

	5 lbs.	10 lbs.	25 lbs.	50 lbs.	100 lbs.
AGRICO, 4-12-4	\$0.45	\$0.80	\$1.60	\$2.40	\$4.25
SACCO, 4-12-450	.90	1.50	2.75	3.95
VELVET GREEN					
5-10-590	1.60	4.25
VIGORO, 4-12-450	.90	1.60	4.25

MULCH YOUR ROSE BED

MULCHING IS BENEFICIAL

- ELIMINATES CONTINUAL CULTIVATION DURING THE SUMMER MONTHS
- KEEPS THE GROUND MOIST AND COOL
- TWO INCHES OF MULCH IS EFFECTIVE
- WORK INTO THE SOIL THE FOLLOWING SPRING



TERRA-LITE BRAND VERMICULITE

Use 2 to 3 inches. Insulates against heat and cold.

4 Qt. Bag, 35c; ½ Bu., 75c; 2 Bu., \$1.65

HORTICULTURAL PEAT MOSS

The best known and most widely used product for conditioning soil and for mulching. Except for old-fashioned barnyard manure, no other product so nearly fills the need for organic matter in soil. The addition of substantial quantities to the garden will add to the soil's ability to hold moisture; will aerate the ground and will improve the texture of clay soils. A full bale will cover 250 square feet approximately 1 inch deep.